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Athena SWC promotes Cody Ezak to senior marketing associate position

Amherst, N.Y., Sept. 29, 2016—Athena SWC has announced the promotion of Cody Ezak to the position of senior marketing associate. Ezak started with Athena SWC three months ago as a marketing associate. In his new role, Ezak will be responsible for developing and managing lead opportunities for his customers to increase their sales pipelines.

Previously, Ezak worked for Aquasol Corporation as an account manager and brings with him valuable business development experience, including research, lead identification, and qualification skills for generating customer opportunities.

“Cody has been with us a short time, but he has quickly demonstrated his ability to take on a higher level of responsibility,” said Manager, Operations and Account Management, Christopher Mays. “He’s a fast learner with a strong work ethic, and I believe the timing was right to appoint Cody to an expanded position where he will have a greater impact on the company.”

Ezak holds a Bachelor of Science degree in business administration with a concentration in management from State University College at Buffalo, located in Buffalo, N.Y.

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About Athena SWC

Athena SWC, LLC, a subsidiary of The Bonadio Group, is a provider of outsourced services for marketing, new business development and sales support. Athena helps clients in complex business-to-business selling environments gather marketing intelligence, generate qualified leads, nurture relationships, improve sales-rep productivity and compress sales cycles—with the goal of converting clients’ prospects into customers and improving bottom-line results. For more information, visit www.athenaswc.com.

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